

# Mithila Yeasmin Mitu

**Software QA · UI/UX & Content Developer · Digital Marketing Strategist**

## Contact

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## Profile Summary

A goal-oriented Computer Science graduate with 6+ years of cross-functional experience in project coordination, digital marketing, software QA, and content strategy within tech-driven organizations. Adept at leading communication initiatives, managing cross-platform digital operations, and developing scalable technical and marketing solutions. Combines strong analytical skills with a research-informed mindset to bridge technical and non-technical domains. Currently seeking to deepen expertise through postgraduate study with a vision to advance expertise and contribute to global innovation.

## Education

**BSc in Computer Science & Engineering**  
IUBAT – International University of  
Business Agriculture and Technology.  
CGPA: 3.74 / 4.00 | Session: 2013–2016

## Certifications & Courses

- Strategic Leadership and Management Specialization – Coursera
- Digital Marketing – Creative IT Institute
- Project Management Principles & Practices – Udemy
- Professional Content Writing – Bright Skill
- Web Development – LICT (ICT Division)
- NASSCOM IT-ITES Certification – George Washington University (USA)

## Awards & Honors

- 3-time Academic Excellence Award (IUBAT)
- Certificate of Merit – British Council Book Reading Competition (2013)
- Ranked 19th – Dhaka Board, SSC Examination

## Core Competencies

- Research & Strategy
- Public Speaking
- Time management
- Communication
- Problem solving
- Strategic planning
- Event coordination
- Calendar management
- Project management
- Process improvement
- Presentation skills
- Technologically sound
- Google Analytics
- Digital Marketing
- Website Audit
- Content Audit
- Competitor Analysis
- Data Analysis

## Languages

- Bengali:** Native
- English:** Fluent (C1–C2)
- Hindi:** Basics (A2)
- Urdu:** Basic (A2)
- Arabic:** Basic (A1–A2)

## Work Experience

**Korea MTS Limited** Jan 2020 – Present  
**Software QA & Content Developer**

- Led QA processes for web applications, ensuring functional and UX integrity
- Executed cross-platform content strategies across web, e-commerce, social media and international e-commerce platforms (Amazon, Lazada, Shopee, Ozon, Joom, Daraz, etc.)
- Managed team of content creators, overseeing planning, SEO optimization, and performance metrics
- Coordinated client communications, digital campaigns, and cross-border project & product documentation

**Digital Marketing Solution Pvt. Ltd.** Apr 2018 – Dec 2019  
**Business Development Executive**

- Built and maintained client relationships to support digital marketing projects
- Managed ad campaigns, content creation, and SEO initiatives
- Prepared business proposals, reports, and technical documentation
- Conducted market research and performance analysis to support growth strategies

**MetaConnect Ltd.** Jan 2017 – Mar 2018  
**UI/UX Developer**

- Designed intuitive user interfaces and seamless user experiences
- Translated wireframes and prototypes into functional front-end code
- Conducted user research and usability testing to refine design decisions
- Collaborated with developers and stakeholders to implement design solutions
- Ensured responsive, accessible, and cross-platform design consistency

## Technical Skills

- Content & Copywriting Tools:** Hemingway Editor · Grammarly · Google Docs · Surfer SEO · Jasper · MarketMuse · ProWritingAid
- SEO & Digital Marketing:** Google Ads · Meta Business Suite · Mailchimp · Buffer · Canva · Content Strategy & Optimization · Email Marketing Campaigns
- UI/UX & Design:** Figma · InVision · Zeplin · Basic Photoshop & Illustrator
- QA & Testing (Content/UX Focused):** Jira · Postman · BrowserStack · Chrome DevTools
- Web & CMS Platforms:** WordPress · Shopify · E-commerce Optimization (Amazon, Shopee, Lazada, Daraz, Joom, Ozon)
- Automation & CRM:** HubSpot Automation · Zapier · Salesforce · Zoho CRM · HubSpot CRM
- Analytics & Reporting:** Google Analytics · Microsoft Excel
- Collaboration & Project Tools:** Trello · Asana · Slack · Notion · Microsoft Project · Confluence · Google Workspace · Microsoft 365